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ABSTRACT

A study was conducted to examine newspaper readers' responses to front page design and to explore the perceived differences among traditional, modern, and modular formats of newspaper design. Slides of the front pages of 10 pairs of competing daily newspapers were shown to 91 journalism students. After viewing three slides for each paper, subjects completed a semantic differential instrument for each one. Students also indicated how attractive they found nine appearance devices for the newspapers and completed a profile questionnaire. Respondents generally gave moderate to good ratings to most newspapers on most dimensions. Only one of the pairs of papers showed a significant difference on any of the 15 quality ratings. The "Evening Sun," Baltimore's circulation leader, was perceived as much bolder than the competing "News American." Modular papers, although perceived as bolder, more modern, and more readable, were also viewed as less professional and as containing softer news. Traditional papers were seen as more valuable, more accurate, and running harder news, but also as old fashioned and more dull. Newspapers using the modern format scored higher across the 15-item quality dimension, with the "Detroit News" scoring highest in overall quality. Subjects who read newspapers regularly were more likely to find the use of graphs and charts attractive than were nonregular readers. (HTH)

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Readers' Response to Appearance of Competing Metropolitan Dailies

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A newspaper's front page must do many things: attract readership, inform, entertain and set the reader's agenda. In the mid-1980s it must look good.

Today's newspapers are, for the most part, using more color, using artwork, photography and typography in a more innovative fashion, increasing the use of infographics, and often totally redesigning their formats.

What was a 9-column vertical format with stacked headlines, vertical rules, small photographs and at least 10 front page stories has dramatically changed.

Color, once the pressmen's nightmare, can be found in even the most staid publication. For example, doubling its use of editorial color in the past year, the Chicago Tribune now regularly includes non-process spot color in its sports, fashion and food sections.[1]

The Sacramento Union, in a century-old rivalry with the Sacramento Bee and losing by more than 100,000 daily circulation, has a standing rule: use color everyday on the front page.[2]

Color is also used as a selling point in San Diego. At the San Diego Union, the managing editor has stated, "It (color) sells on the street just as well as big headlines."[3]

As in San Diego, the Long Beach (Calif.) Press Telegram uses visual stimulation, including color, to attract the occasional buyer.[4] The Press Telegram sees the occasional buyer as its greatest potential and color as a main factor in attracting that reader.

Another visual stimulation--that of typography or graphics used in an innovative way--has been called this generation's answer to all

design problems--just as horizontal makeup was the solution 10 years ago and white space 25 years ago.[5]

Infographics, a combination of editorial content and graphics, can show facts in a way that words or pictures could not do alone. As seen almost daily in USA Today, infographics, especially with spot color, has become the latest trend in design. "One part content and one part design can truly add up to three in journalistic communication," according to a New York Times editor.[6] With the increased use of charts, graphs and maps, the larger, more complicated artwork/graphic has been replaced by the smaller, easier-to-grasp infographic.

For many newspapers, however, adding splashes of color or increasing the use of graphs or charts, often is not seen as the final answer. What must occur is a redesign of the paper's format.

The Washington Post, redesigned for the first time in 52 years, will be will "easier to read" according to one editor.[7] The Post has enlarged the mastheads for its inside sections, increased the use of graphics, now use key boxes on front pages of inside sections, has changed its typeface and its index format to that of a digest.

The Denver Post (a broadsheet), losing in a circulation battle with the Rocky Mountain News (a tabloid) since 1980, has been gradually transformed to have a more distinctive design: larger, bolder and more modern.[8] In addition to redesigning its front page, the paper has recently purchased full length window racks to display that redesigned look.

PREVIOUS RESEARCH

Studies of newspaper appearance in recent years have fallen into three main categories: what newspapers are doing, how readers are reacting and the relationship between appearance and competition.

What newspapers are doing: Beginning in the 1980s communication researchers began studying newspaper appearance in a systematic way and found evidence of a changing newspaper look. Newspapers were increasingly turning to the horizontal format,[9] a modern 6-column page one design[10] and eliminating vertical column rules.

A 1983 study of 78 daily newspapers found that the shift toward a modular format had become a nationwide trend. Papers were no longer anchoring their flags to the top of the page. Additionally, they were running fewer front page stories, using wider columns, and more photographs and changing their typefaces.[11]

A study of newspapers with circulations exceeding 60,000 found that the majority of the papers ran between six and 10 graphics daily.[12]

How readers are reacting: Readers have been found to favor horizontal design over the balanced format;[13] more recently they have preferred the modern format.[14]

They also preferred color,[15] large front page photos[16] and front page news summaries along the page's left side.[17] Low approval was given to a shift from a traditional flag to a more modern substitute.[18]

Additionally, readers preferred longer stories wrapped evenly with fewer jumps[19] on a well-organized colorful page.[19]

Readers also have found contemporary design "more informative and interesting"[21] and generally have responded well to a redesign which they perceive to be "bright and lively."[22]

Appearance and competition: Scholarly studies dealing with competition and newspaper appearance also began appearing in the mid-1970s with a study of 23 cities with competing newspapers.[23] The newspaper trailing in circulation was found to use more contemporary devices (large color photographs, 6-column formats, no columns rules). No evidence was found to indicate whether use of contemporary format leads to more or less circulation.

In another study[24] it was discovered that when a city has jointly owned morning and afternoon newspapers, those pairs which look alike have a tendency to reach a higher percentage of two-newspaper households.

In a study which did not specifically deal with competition, no relationship was found between a newspapers's circulation and format.[25]

A 1984 content analysis of 20 competing pairs of papers[26] found that the circulation trailer in a competitive market is again more likely to use modern graphic devices than is the leader. Also, morning newspapers tended to be more traditional in appearance than their evening or all-day counterparts. A third finding suggested that, as a group, the largest circulation newspapers in the United States are less modern in appearance than other smaller dailies.

Other research has shown that editors overwhelmingly (95 percent) felt that in a competitive situation appearance can be a critical factor.[27]

PURPOSE

One purpose of this paper is to examine readers' response to front page design for the 20 competing newspapers under study. (See Table 1) A further purpose is to explore the perceived differences among traditional, modern and modular formats.

RESEARCH QUESTIONS

This study has the following research questions.

1. Are newspapers in a competitive situation seen as being graphically different? And how do those differences affect readers' perceptions of those newspapers?

2. To what extent does a reader's sex, age and regularity of reading a newspaper affect those perceptions.

3. Are reader's reactions affected by the paper's format?

Table 1

Newspaper Formats by City

City	Newspaper	Format	Circulation
Los Angeles	Times	Traditional	1,038,499
	Herald	Modular	245,845
St. Louis	Post-Dispatch	Modern	230,025
	Globe-Democrat	Modern	255,141
Pittsburgh	Press	Modular	251,307
	Post-Gazette	Modern	176,083
San Francisco	Examiner	Modular	149,188
	Chronicle	Traditional	530,954
Detroit	News	Modern	650,683
	Free Press	Modern	635,114
Dallas	Morning News	Modern	328,332
	Times Herald	Modern	269,594
Columbus	Citizen Journal	Modern	121,676
	Dispatch	Modern	207,166
Baltimore	Evening Sun	Modern	185,494
	News-American	Modular	130,348
Houston	Chronicle	Modern	459,225
	Post	Modular	401,850
Cincinnati	Post	Modern	135,585
	Enquirer	Modern	189,763

METHOD

Newspapers chosen for inclusion in this research had to meet certain specific criteria:

First of all, they had to be from a city with two competing and separately owned dailies. (See Table 1) Those two dailies had to both be standard size (non-tabloid) and had to have an average daily circulation of more than 100,000, according to the latest data from the 1984 Editor & Publisher International Yearbook.

In all, 10 pairs of competing dailies met those criteria. Copies of those newspapers were collected and slides of front pages were produced. On Feb. 27, 1985, students in journalism classes at both New Mexico State and Memphis State universities participated in the study. In all, 91 subjects took part.

Slides of the front pages of the 20 newspapers from the week of Jan. 16, 1984 were shown to subjects. Subjects viewed three slides for each newspaper. The order of presentation was reversed so that the slide viewed first by the students in New Mexico was viewed last by students at Memphis State. Each slide was displayed for 10 seconds. After seeing each set of three slides, subjects completed a semantic differential instrument for that newspaper. (See Appendix A) The process was repeated for all 20 newspapers.

Scores for each newspaper, on each dimension, were tabulated and mean scores were calculated. The t-test for differences between means was used to compare the scores that subjects gave to each pair of competing dailies.

Additionally, students indicated how attractive they found nine appearance devices for the newspapers and completed a profile questionnaire. (See Appendix B)

CHARACTERISTICS OF SUBJECTS

Responses were coded from 91 subjects. Of those 91, 37 (40.7 percent) were male and 54 (59.3 percent were female.

By age, 44 (48.4 percent) were 18 or 19 years old; 30 (33 percent) were 20 or 21 years old; 10 (11 percent) were between 22 and 24 years old; and seven subjects (7.7 percent) were more than 24 years old.

Of the 91 subjects, 29 (32.3 percent) said they read a newspaper almost everyday; 18 (20 percent) said they read a paper between four to six times a week; 34 (37.8 percent) said they read a paper either two or three times a week; and nine subjects (10 percent) said they almost never read a newspaper.

FINDINGS

The findings will be presented in three sections. First, pairs of competing dailies from the same city will be compared on the various semantic differential dimensions. Since some of these dimensions involved perceptions of a newspaper's quality (eg. good/bad, organized/disorganized) and others did not (eg. modern/old fashioned, hard news/soft news), these results will be presented separately. A city-by-city semantic differential plot and ratings summary appears from Appendix C through Appendix L.

The second results section compares the 20 dailies on the various semantic differential dimensions by format.

The third section reports on respondents' general perceptions of various newspaper graphic devices.

Section One: City-by-City Comparisons

Los Angeles: On the 15 "quality" dimensions,[28] the Times received an overall evaluation of 4.77 (out of a possible maximum of 7.0), compared to 4.54 for the Herald Examiner. The more traditional-appearing Times received higher ratings on dimensions such as value, importance, informativeness, responsibility, accuracy and professionalism. By contrast, the Herald Examiner was rated higher on dimensions including bold, interesting, freshness and readable. On the non-quality dimension, the Herald Examiner was rated significantly more colorful than the Times ($t = 3.11$; $df = 172$; $p < .01$) and the Times was perceived as a newspaper containing more "hard news" ($t = 2.29$; $df = 162$; $p < .05$). Respondents rated the Herald Examiner more modern ($\bar{X} = 5.28$) than the Times ($\bar{X} = 4.53$). For a complete breakdown of the two newspapers' quality ratings, see Appendix C.

Dallas: On the 15 "quality" dimensions, the Times Herald was rated 5.00 and the Morning News received a 4.89. The largest ratings gap between the two Dallas newspapers was on the "modern/old fashioned" dimension, where the Times Herald ($\bar{X} = 5.16$) was rated more modern than the Morning News ($\bar{X} = 4.76$).

Generally, the two dailies received very similar ratings. Both were perceived more as containing "hard," rather than "soft" news.

The Times Herald was rated slightly more colorful ($\bar{X}$ = 5.17) than the Morning News ($\bar{X}$ = 4.82). For a complete breakdown of the two newspapers' quality ratings, see Appendix D.

Baltimore: The Evening Sun received an overall quality rating of 5.01, compared to 4.10 for the News American. Only one significant statistical difference was found on the 15 quality dimensions with the respondents perceiving the Evening Sun ($\bar{X}$ = 4.79) as bolder than the New American ($\bar{X}$ = 3.57) ($t = 2.26$; $df = 175$; $p < .05$). However, the Evening Sun consistently received ratings of up to a full point higher than its competitor. For example, on the dimension measuring informativeness, the Evening Sun received a 5.15 compared to 3.94 for the News American ($t = 1.70$; $df = 179$; NS). Significant differences were found, however, on several non-quality dimensions. The Evening Sun ($\bar{X}$ = 5.38) was perceived as more colorful than the News American ($\bar{X}$ = 3.82; $t = 2.13$; $df = 178$; $p < .05$), and as more exciting ($\bar{X}$ = 4.71, $\bar{X}$ = 3.39; $t = 1.97$; $df = 171$; $p < .05$). Also, the Evening Sun was perceived as more likely to contain hard news than its competitor. See Appendix E.

Columbus: The Dispatch ($\bar{X}$ = 4.57) was given a slightly higher overall quality rating than the Citizen Journal ($\bar{X}$ = 4.41). The Citizen Journal received higher ratings only on the passive/active dimension ($\bar{X}$ = 4.18 to $\bar{X}$ = 3.87) and on the bold/timid dimension ($\bar{X}$ = 4.02 to $\bar{X}$ = 3.96), although both differences were negligible. The Dispatch was rated as more modern ($\bar{X}$ = 4.26 to $\bar{X}$ = 3.43), more colorful ($\bar{X}$ = 4.38 to $\bar{X}$ = 3.42) and as containing more soft news ($\bar{X}$ = 4.67 to $\bar{X}$ = 3.78) than the Citizen Journal. On the quality

dimensions, only one of the gaps between the two newspapers' scores was greater than half a point; in that case, on the pleasant/unpleasant dimension, the Dispatch was rated 4.82 compared to 4.28 for the Citizen Journal. There were no significant statistical differences between the two Columbus dailies. (See Appendix F)

St. Louis: The Globe Democrat received an overall mean quality rating of 4.86, compared to 4.53 for the Post Dispatch. On a majority of the quality dimensions, the Globe Democrat was rated anywhere from three-tenths to six-tenths of a point above its competitor. On non-quality dimensions, the Globe Democrat ($\overline{X}$ = 4.89 was rated more modern than the Post Dispatch ($\overline{X}$ = 4.43), more colorful ($\overline{X}$ = 5.19 to $\overline{X}$ = 4.32), more exciting ($\overline{X}$ = 4.57 to $\overline{X}$ = 4.05) and as containing more hard news. There were no statistically significant differences found between the two newspapers. (See Appendix G)

San Francisco: The overall mean quality scores were: for the Examiner (4.61) and for the Chronicle (4.08). There were no significant differences between the two dailies; however on two occasions, the Examiner was rated more than a full point higher than the Chronicle. On the readability dimension, the Examiner received a 5.14 compared to 4.13 for the Chronicle. On the boldness dimension, the respective mean scores were 4.56 and 3.51. On the non-quality dimensions, the Examiner was rated more modern ($\overline{X}$ = 4.48 to $\overline{X}$ = 3.73), more colorful ($\overline{X}$ = 3.47 to $\overline{X}$ = 2.82), and as more exciting ($\overline{X}$ = 4.01 to $\overline{X}$ = 3.51). (See Appendix H)

Detroit: Overall, Detroit's two newspapers received the highest combined quality rating, and the Detroit News (X = 5.21) received the

highest individual rating, followed by the Free Press (X = 5.06). The two newspapers' scores were closely matched, with no significant differences found. On the non-quality dimension of colorful/drab, the Free Press was rated 6.14 (second only to the Houston Post), compared to 5.64 for the News. Accordingly, the Free Press' rating on the modern/old fashioned dimension was 5.73. (See Appendix I)

Houston: The Post's overall mean quality rating was 4.92, compared to 4.87 for the Chronicle. The Post's recently initiated color-laden format resulted in 61 of 86 respondents rating it a "7" on "colorful;" that led to a colorful/drab rating of 6.44, compared to 4.92 for the Chronicle (t = 1.71; df = 173; NS). The Post was also perceived as the "soft news" newspaper in Houston, with a rating of 4.22 compared to the more "hard" news score of 3.46 for the Chronicle. However, the Chronicle, despite its less colorful appearance, was rated by respondents as more professional, more accurate, more responsible, more informative, more important and more valuable. Tied in with the Post's color was its rating as more pleasant, more readable, more interesting and bolder. (See Appendix J)

Pittsburgh: Overall, the quality mean scores for the Pittsburgh dailies were 4.91 for the Press and 4.57 for the Post Gazette. There were no statistically significant differences between the two newspapers, whose scores, (see Appendix K) closely mirrored one another on most dimensions. Both papers were rated rather colorless, seemingly halfway between modern and old fashioned and well-organized. The Press was perceived as more likely to contain "hard" news.

Cincinnati: The overall quality mean score of the Enquirer was 4.97, compared to 4.87 for the Post. The two papers received significantly different ratings on a pair of non-quality dimensions; on "colorful/drab," the Post ($\bar{X}$ = 5.47) was rated significantly more colorful than the Enquirer ($\bar{X}$ = 3.61; t = 2.45; df = 167; $p < .05$). Also, the type of news presented in the two newspapers was perceived differently--with the Post perceived as publishing more "soft" news and the Enquirer printing more "hard" news (t = 2.56; df = 152; $p < .05$). The Enquirer received higher ratings on dimensions including importance, informativeness and accuracy, while the Post's higher scores included pleasantness, readability, and interest. (See Appendix L)

Section Two: Response By Format

When comparing the 20 dailies under study on the various semantic differential dimensions, it is necessary to comprehend the design formats. (See Table 1)

Those newspapers with a modern design format were perceived by the readers to be more pleasant; more important; more interesting; more informative; more responsible; better organized; more active; more colorful; fresher; more exciting; more professional; and neater than those papers with a traditional or modular design. (See Table 2)

Modular designed newspapers were perceived to be more readable; bolder; less professional; more modern; they were also perceived as running softer news than their counterparts.

Table 2

Mean Scores of Reader's Response to Semantic Differential Dimensions By Newspaper Design Format[1]

Dimension	Traditional	Modern	Modular	Overall
Pleasant/Unpleasant	4.18	4.71	4.61	4.63
Valuable/Worthless	4.71	4.40	4.47	4.71
Important/Unimportant	4.64	4.99	4.30	4.52
Interesting/Boring	3.98	4.81	4.66	4.68
Readable/Unreadable	4.34	5.22	5.23	5.13
Informative/Uninformative	5.03	5.07	4.87	5.01
Neat/Messy	4.68	5.18	5.04	5.09
Responsible/Irresponsible	4.89	4.95	4.85	4.91
Organized/Disorganized	4.80	5.12	5.08	5.07
Modern/Old Fashioned	4.13	4.72	4.85	4.70
Passive/Active	4.07	4.32	4.23	4.27
Good/Bad	4.24	4.80	4.68	4.71
Colorful/Drab	2.78	4.72	4.49	4.46
Bold/Timid	3.73	4.56	4.60	4.49
Stale/Fresh	3.53	4.30	4.10	4.16
Exciting/Dull	3.52	4.32	4.28	4.23
Accurate/Inaccurate	5.03	4.88	4.66	4.83
Professional/Unprofessional	4.85	4.95	4.71	4.87
Hard/Soft News[2]	3.15	3.72	3.95	3.75

[1]Range of scores: 1 to 7.

[2]Lower scores represent hard news. Higher scores represent soft news.

On the other hand, traditional papers were perceived as more valuable; more accurate; running harder news; old fashioned; more timid; staler; and duller than the modern and modular papers.

When examining only the 15 quality dimensions, newspapers with a modern design format scored highest (4.95). (See Table 3). The individual papers ranged from a high of 5.21 for the Detroit News to a low of 4.41 for the Columbus Citizen Journal.

Papers with a modular format averaged 4.68 across the 15 quality dimensions. These papers ranged from a high of 5.00 for the Dallas Times Herald to a low of (4.10) for the Baltimore News American.

Papers with a traditional format averaged 4.43. Those included the Los Angeles Times with a quality score average of 4.77 and the San Francisco Chronicle with a score of 4.08.

Section Three: Subject Reactions to Newspaper Graphic Designs

Subjects were asked to rate the attractiveness of a variety of graphic devices commonly used by newspapers. Of those, color photos were rated as attractive by 90.1 percent, followed by placement of the flag at the top of the front page (81.3 percent). Among the devices listed, the use of page one border received the largest "makes no difference" response at 27 percent (see Table 4). There were no significant differences between male or female respondents on the perceived attractiveness of the items. Respondents who identified themselves as regular newspaper readers (at least 4 days per week) were significantly more likely to find the use of graphs and charts attractive than were non-regular readers ($X^2 = 6.52$; $df = 2$; $p < .05$).

Table 3

Mean Scores of Quality Score of Individual Papers
By Format Design[1]

Paper	Quality Score	Average
Modern Design Format		
Detroit News	5.21	
Detroit Free Press	5.06	
Baltimore Evening Sun	5.01	
Dallas Morning News	4.89	
Houston Chronicle	4.87	
Cincinnati Post	4.87	
Cincinnati Enquirer	4.87	
St. Louis Globe-Democrat	4.86	
Columbus Dispatch	4.57	
Pittsburgh Post-Gazette	4.57	
St. Louis Post Dispatch	4.53	
Columbus Citizen Journal	4.41	4.95
Modular Design Format		
Dallas Times Herald	5.00	
Houston Post	4.92	
Pittsburgh Press	4.91	
San Francisco Examiner	4.61	
Los Angeles Herald	4.54	
Baltimore News American	4.10	4.68
Traditional Design Format		
Los Angeles Times	4.77	
San Francisco Chronicle	4.08	4.43

[1]The quality dimensions are those for which a higher score represents better quality. They are pleasant/unpleasant; valuable/worthless; important/unimportant; interesting/boring; readable/unreadable; informative/uninformative; neat/messy; responsible/irresponsible; organized/disorganized; passive/active; good/bad; bold/timid; stale/fresh; accurate/inaccurate; professional/unprofessional.

Table 4

Respondent Perception of Attractiveness of Graphic Devices

	Attractive	Unattractive	No difference
Page on color artwork	73.6	9.9	16.5
Color photographs	90.1	4.4	5.5
Flag at the top	81.3	2.2	16.5
A page one news summary	61.5	13.2	25.3
Large photographs	71.9	7.9	20.2
Large headlines	79.8	7.8	12.4
Use of borders	57.3	15.7	27.0
Use of charts and graphs	40.7	38.5	20.9

In addition, about one in four respondents (25.3%) said they find it "unattractive" when a newspaper looks about the same day after day; 45.1 percent said they find such consistency attractive and 29.7 percent said it makes no difference to them.

CONCLUSIONS

As the results indicate, respondents generally gave moderate to good ratings to most newspapers on most dimensions. Using the 1-7 semantic differential scale, even the lowest rated newspaper, the San Francisco Chronicle (4.08), was still rated "average". In fact, of the 300 quality ratings (15 ratings each for 20 newspapers), only 24 (8%) were below 4.0 while 96 (32%) were above 5.0 on the 1-7 scale.

Only one of the pairs of papers in the city-by-city pairings showed a significant difference on any of the 15 quality ratings. In Baltimore, the Evening Sun, the circulation leader, was perceived to be significantly bolder than its competition the News American.

Of the non-quality items, papers from three cities were found to be significantly different on the colorful/dra' dimension. In two cities, the circulation trailer, the Los Angeles Herald Examiner and the Cincinnati Post, were seen as significantly more colorful. In Baltimore, the opposite was true as the Evening Sun (the circulation leader) was seen as significantly more colorful.

On the non-quality dimension hard news/soft news, two circulation leaders, the Los Angeles Times and the Cincinnati Enquirer, were seen as significantly running more hard news than their competitors.

Again, the circulation leader, the Baltimore Evening Sun was perceived as significantly more exciting than its competitor, the News American.

Looking at the newspapers by formats suggests several items. First, modular papers, although perceived as bolder, more modern and more readable, are also viewed as less professional and containing softer news.

On the other hand, the traditional papers were instead seen in a different light: more valuable, more accurate and running harder news, but also old fashioned, staler and duller.

Newspapers using the modern design format scored higher across the 15-item quality dimensions with the Detroit News scoring 5.21--the highest overall quality score for any of the papers. (See Table 3)

Additionally, subjects who said they were regular readers of a newspaper were significantly more likely to find the use of graphs and charts attractive than were non-regular readers. This finding supports the information gathered by the Long Beach Press Telegram. That paper not only uses graphics but also relies heavily on color photographs and artwork to attract the occasional reader.

Editors considering design changes might take note of the subjects' perceptions between the traditional Los Angeles Times and the modular Los Angeles Herald Examiner. The traditional Times rated the highest of any paper for accuracy (5.35); the highest for hard news (2.78);[29] second highest for informative (5.49); and second highest for responsibility (5.25). Likewise, the paper rated second from the bottom for readability (4.55). (See Table 5)

On the other hand, the Los Angeles Herald Examiner scored the second worst on the quality dimensions worthless/valuable (4.18); disorganized/organized (4.58); and inaccurate/accurate (4.45). Additionally, the paper was perceived to be the third most unprofessional paper (4.46). (See Table 5) It should be noted that the student respondents may not have understood a graphic definition of old fashioned and modern as they perceived the Herald to be only slightly more modern than the Times.

Additionally, editors might consider backing up their use of color with hard news as a correlation appears to exist between the increased use of color and the decrease in accuracy and in the use of use of hard news. Two examples in this study appear to support this assertion. The Houston Post and the Cincinnati Post, both perceived to be colorful (Houston = 6.44 and Cincinnati = 5.47) were also perceived to run softer news (Houston = 4.22 and Cincinnati = 4.52) and to be less accurate (Houston = 4.49 and Cincinnati = 4.73). All figures are below the mean. (See Table 5)

With the increased use of offset printing and the experimental use of flexography printing,[30] more papers were have the opportunity to use more color both in photographs and artwork. The use of color undoubtedly attracts attention. Questions, however, must continue to be asked about what else color does in the reader's mind.

Table 5

Mean Scores for the 19-Item Semantic Differential Dimensions

Dimension	Overall Mean Score
Readable/Unreadable	5.13
Neat/Messy	5.09
Organized/Disorganized	5.07
Informative/Uninformative	5.01
Responsible/Irresponsible	4.91
Professional/Unprofessional	4.87
Accurate/Inaccurate	4.83
Valuable/Worthless	4.71
Good/Bad	4.71
Modern/Old Fashioned	4.70
Interesting/Boring	4.68
Pleasant/Unpleasant	4.63
Important/Unimportant	4.52
Bold/Timid	4.49
Colorful/Drab	4.46
Passive/Active	4.27
Exciting/Dull	4.23
Stale/Fresh	4.16
Hard News/Soft News	3.73[1]

[1]Low scores represent the increased use of hard news.

FOOTNOTES

[1]Mark Fitzgerald, "Quality assurance," Editor & Publisher, September 29, 1984, pp. 12+.

[2] M.L. Stein, "Century-old rivalry heats up," Editor & Publisher, September 8, 1984, pp. 14-15+.

[3]M.L. Stein, "Color in California," Editor & Publisher, September 28, 1984, pp. 9+.

[4]"Single copy sales," Editor & Publisher, January 12, 1985, pp. 8-9.

[5]Mark Fitzgerald, "The perception of graphics," Editor & Publisher, November 3, 1984, pp. 14-15.

[6]Ibid.

[7]"Washington Post redesigns for first time since 1933," Editor & Publisher, November 3, 1984, p. 17.

[8]Mark Fitzgerald, "A profitable news war in Denver," Editor & Publisher, September 15, 1984, pp. 12-15+.

[9]Gerald C. Stone, J.C. Schweitzer and David H. Weaver, "Adoption of Modern Newspaper Design," Journalism Quarterly, 55: 761-766 (1978).

[10]J.W. Click and Guido H. Stempel III. "Rate of Adoption of Modern Format by Daily Newspapers," Washington, D.C.: American Newspapers Publishers Association News Research Report, 22: 6-10, (September 28, 1979).

[11]Sandra H. Utt and Steve Pasternack, "Front Pages of U.S. Daily Newspapers," Journalism Quarterly, 61: 879-884 (1984).

[12]Howard Finberg, "Newspapers Making Wide Use of Better Visuals, APME News, Oct. 1983, pp. 14-15.

[13]J.W. Click and Guido H. Stempel III, "Reader response to newspaper front page format," Journal of Typographical Research, 2: 127-141 (1968).

[14]J.W. Click and Guido H. Stempel III, "Reader Response to Front Pages With Four Color Halftones," Journalism Quarterly, 53: 736-738 (1976).

[15]Ibid.

[16]Mario R. Garcia, J.W. Click and Guido H. Stempel III, "Subscribers' Reactions to Redesign of the St. Cloud Daily Times", Washington, D.C.: American Newspaper Publishers Association News Research Report, 32: (September 3, 1981).

[17]John C. Schweitzer, "Newspaper Front Pages Revisited: Reader Reactions," Newspaper Research Journal, 2: 12-18 (1980).

[18]Garcia, Click and Stempel, op. cit.

[19]Chick Bain and David H. Weaver, "Readers' reactions to newspaper design," Newspaper Research Journal, 1: 48-59 (1979).

[20]Utt and Pasternack, op. cit.

[21]Theresa G. Siskink, "The Effect of Newspaper Design on Reader Preferences," Journalism Quarterly, 56: 54-61 (1979).

[22]Attitudes Toward the Orlando Sentinel in Central Florida Market, (Orlando Sentinel), 1984.

[23]David H. Weaver, L.E. Mullins and Maxwell E. McCombs, "Competing Daily Newspapers: A Comparison of Content and Format," Washington, D.C.: American Newspaper Publishers Association News Research Bulletin, 8: (December 31, 1974).

[24]John C. Schweitzer, David H. Weaver and Gerald C. Stone, "Morning-Evening Newspaper Circulation: What Effect Do Appearance and Content Have?" Journalism Quarterly, 54: 515-522 (1977).

[25]J.W Click and Guido H. Stempel III, Reader Response to Front Pages With Modular Format and Color," Washington, D.C.: American Newspaper Publishers Association News Research Report, 35: (July 29, 1982). Additionally, the semantic differential scale was based in part on this article.

[26]Sandra H. Utt and Steve Pasternack, "The Use of Graphic Devices in a Competitive Situation: A Case Study of 10 Cities," Presented to the Visual Communication Division, Association for Education in Journalism and Mass Communication, Gainesville, Fla., Aug. 4-8, 1984.

[27]Utt and Pasternack, op. cit.

[28]The "quality" dimensions are those for which a higher score represents better quality. They are pleasant/unpleasant; valuable/ worthless; important/unimportant; interesting/boring; readable/ unreadable; informative/uninformative; neat/messy; responsible/ irresponsible; organized/disorganized; passive/active; good/bad; bold/timid; stale/fresh; accurate/inaccurate/ professional/ unprofessional.

[29]Low scores represent hard news; high scores represent soft news. Score ranged from 1-7.

[30]George Garneau, "Full gear for flexo?" Editor & Publisher, January 5, 1985, pp 42-43.

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Appendix A

Name of newspaper _____

PLEASANT	___	___	___	___	___	___	___	UNPLEASANT
VALUABLE	___	___	___	___	___	___	___	WORTHLESS
UNIMPORTANT	___	___	___	___	___	___	___	IMPORTANT
INTERESTING	___	___	___	___	___	___	___	BORING
READABLE	___	___	___	___	___	___	___	UNREADABLE
BIASED	___	___	___	___	___	___	___	UNBIASED
INFORMATIVE	___	___	___	___	___	___	___	UNINFORMATIVE
NEAT	___	___	___	___	___	___	___	MESSY
RESPONSIBLE	___	___	___	___	___	___	___	IRRESPONSIBLE
ORGANIZED	___	___	___	___	___	___	___	DISORGANIZED
POWERFUL	___	___	___	___	___	___	___	WEAK
LOUD	___	___	___	___	___	___	___	SOFT
MODERN	___	___	___	___	___	___	___	OLD FASHIONED
PASSIVE	___	___	___	___	___	___	___	ACTIVE
GOOD	___	___	___	___	___	___	___	BAD
COLORFUL	___	___	___	___	___	___	___	DRAB
BOLD	___	___	___	___	___	___	___	TIMID
STALE	___	___	___	___	___	___	___	FRESH
EXCITING	___	___	___	___	___	___	___	DULL
ACCURATE	___	___	___	___	___	___	___	INACCURATE
PROFESSIONAL	___	___	___	___	___	___	___	UNPROFESSIONAL
RELAXED	___	___	___	___	___	___	___	TENSE
HARD NEWS	___	___	___	___	___	___	___	SOFT NEWS

Name of newspaper _____

PLEASANT	___	___	___	___	___	___	___	UNPLEASANT
VALUABLE	___	___	___	___	___	___	___	WORTHLESS
UNIMPORTANT	___	___	___	___	___	___	___	IMPORTANT
INTERESTING	___	___	___	___	___	___	___	BORING
READABLE	___	___	___	___	___	___	___	UNREADABLE
BIASED	___	___	___	___	___	___	___	UNBIASED
INFORMATIVE	___	___	___	___	___	___	___	UNINFORMATIVE
NEAT	___	___	___	___	___	___	___	MESSY
RESPONSIBLE	___	___	___	___	___	___	___	IRRESPONSIBLE
ORGANIZED	___	___	___	___	___	___	___	DISORGANIZED
POWERFUL	___	___	___	___	___	___	___	WEAK
LOUD	___	___	___	___	___	___	___	SOFT
MODERN	___	___	___	___	___	___	___	OLD FASHIONED
PASSIVE	___	___	___	___	___	___	___	ACTIVE
GOOD	___	___	___	___	___	___	___	BAD
COLORFUL	___	___	___	___	___	___	___	DRAB
BOLD	___	___	___	___	___	___	___	TIMID
STALE	___	___	___	___	___	___	___	FRESH
EXCITING	___	___	___	___	___	___	___	DULL
ACCURATE	___	___	___	___	___	___	___	INACCURATE
PROFESSIONAL	___	___	___	___	___	___	___	UNPROFESSIONAL
RELAXED	___	___	___	___	___	___	___	TENSE
HARD NEWS	___	___	___	___	___	___	___	SOFT NEWS

Appendix B

Please use the scale presented below to indicate how attractive you find each of the following "appearance devices" a newspaper might use on its front page.

Circle the number 1 if you find the device VERY ATTRACTIVE.
Circle the number 2 if you find the device SOMEWHAT ATTRACTIVE.
Circle the number 3 if the use of device MAKES NO DIFFERENCE TO YOU.
Circle the number 4 if you find the device SOMEWHAT UNATTRACTIVE.
Circle the number 5 if you find the device VERY UNATTRACTIVE.

1. Color artwork on page one	1	2	3	4	5
2. Color photos on page one	1	2	3	4	5
3. The name of the newspaper at the top of the page	1	2	3	4	5
4. A front page news summary	1	2	3	4	5
5. Use of large photographs	1	2	3	4	5
6. Use of large headline type	1	2	3	4	5
7. Use of borders around items	1	2	3	4	5
8. Use of charts and graphs	1	2	3	4	5
9. Similarity of appearance from one day to the next	1	2	3	4	5

Next, we would like to find out a little bit about you to help us analyze the results.

Are you: 1._____Male 2._____Female

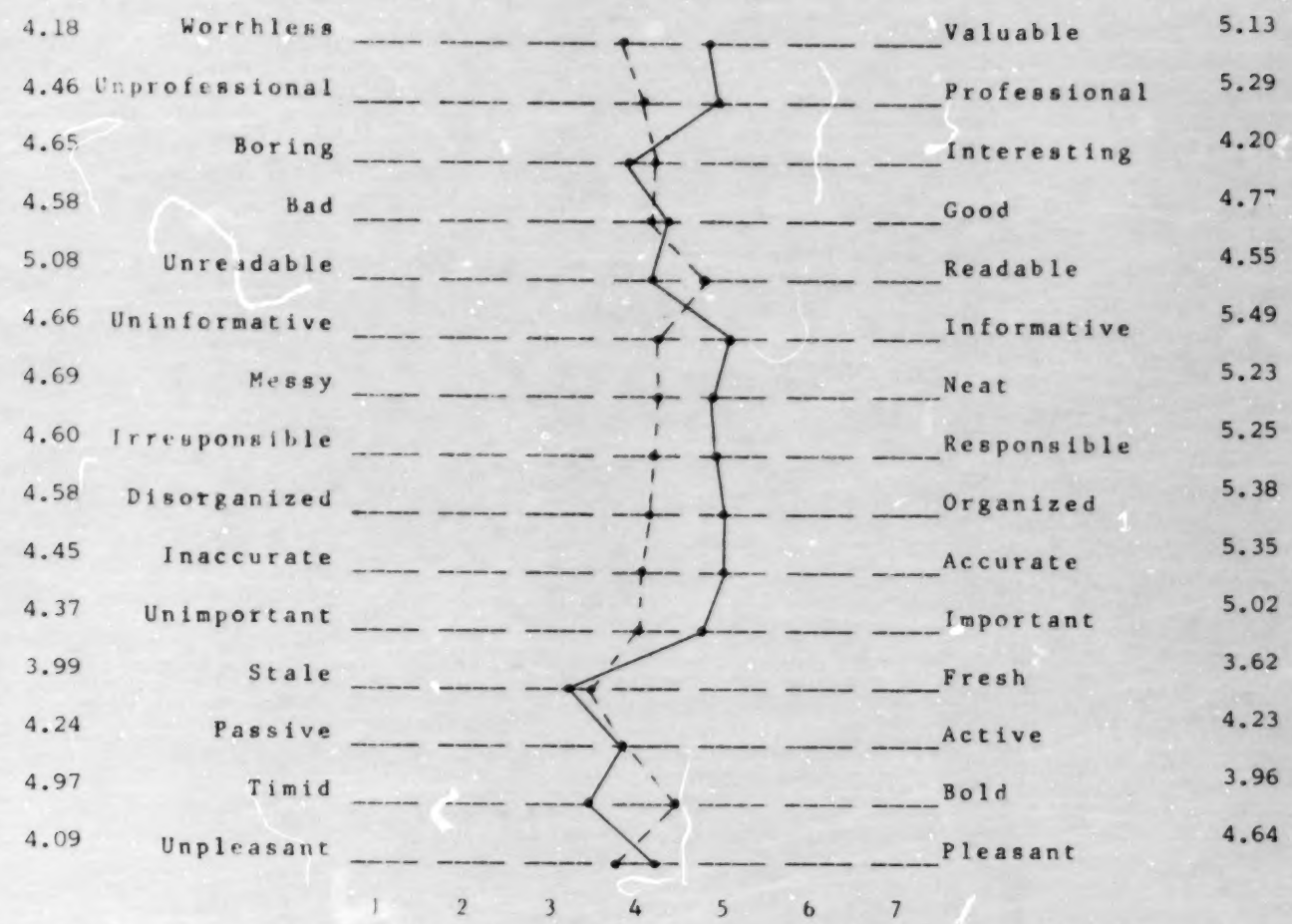
How old are you? _____years old

How often would you say you read a newspaper in an average week?

1._____Almost every day
2._____ 4-6 days
3._____ 2-3 days
4._____Almost never

Appendix C

Name of city: Los Angeles



Key

Herald Examiner - - - - - -

Times _____

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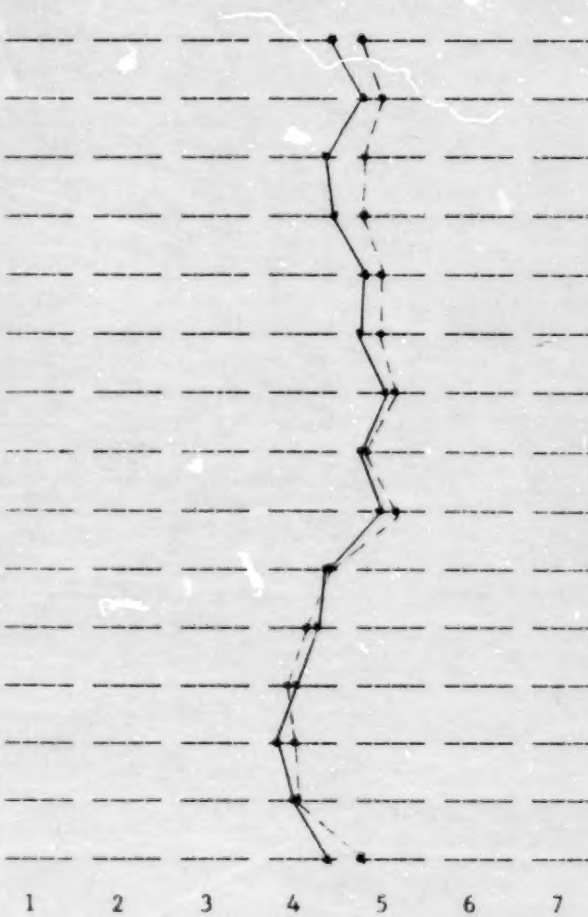
Appendix D

Name of city: Dallas

Times Her.			Morn. News
5.01	Worthless	Valuable	4.94
5.36	Unprofessional	Professional	5.07
5.05	Boring	Interesting	4.84
5.10	Bad	Good	4.98
5.41	Unreadable	Readable	5.17
5.37	Uninformative	Informative	5.05
5.60	Messy	Neat	5.40
5.17	Irresponsible	Responsible	5.10
5.58	Disorganized	Organized	5.32
4.97	Inaccurate	Accurate	4.96
4.52	Unimportant	Important	4.72
4.28	Stale	Fresh	4.15
4.40	Passive	Active	4.14
4.47	Timid	Bold	4.39
5.10	Unpleasant	Pleasant	4.87



Key

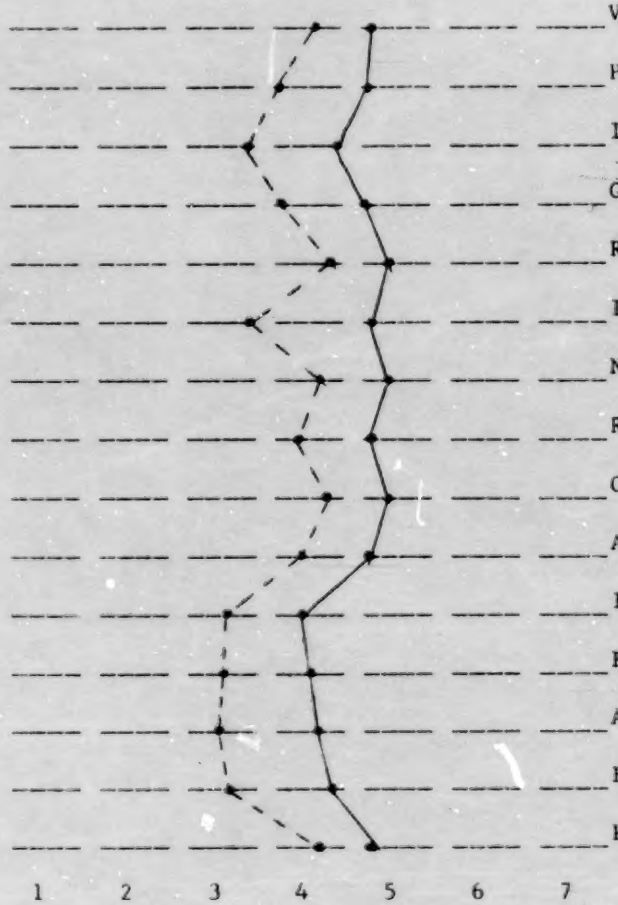
Times Herald - - - - - -

Morning News _____

Appendix E

Name of city: Baltimore

News Amer.			Eve. Sun
4.60	Worthless	Valuable	5.15
4.11	Unprofessional	Professional	5.08
3.88	Boring	Interesting	4.96
4.10	Bad	Good	5.09
4.85	Unreadable	Readable	5.40
3.94	Uninformative	Informative	5.15
4.70	Messy	Neat	5.41
4.31	Irresponsible	Responsible	5.10
4.75	Disorganized	Organized	5.39
4.38	Inaccurate	Accurate	5.09
3.56	Unimportant	Important	4.46
3.52	Stale	Fresh	4.55
3.46	Passive	Active	4.60
3.57	Timid	Bold	4.79
4.60	Unpleasant	Pleasant	5.15



Key

News American _ _ _ _ _ _

Evening Sun _____

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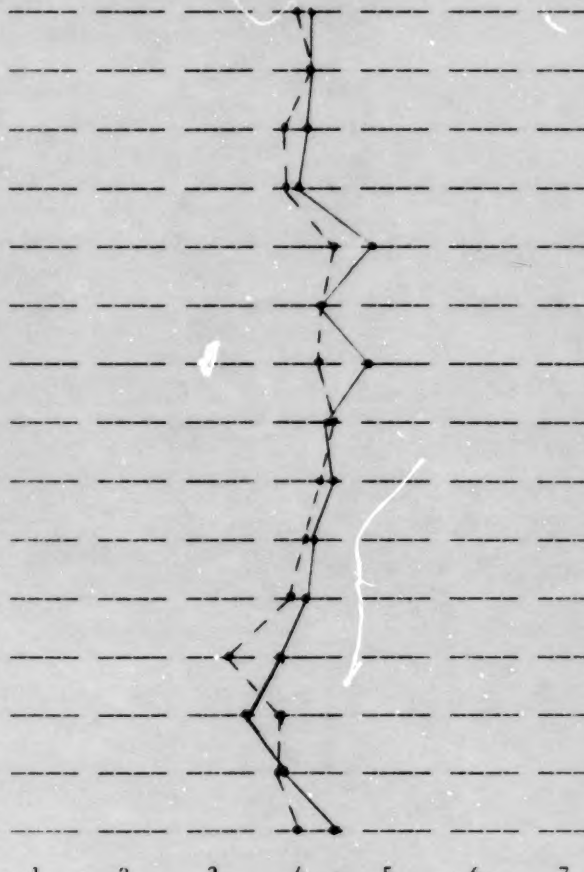
Appendix F

Name of city: Columbus

Citizen J.			Dispatch
4.44	Worthless	Valuable	4.58
4.58	Unprofessional	Professional	4.55
4.20	Boring	Interesting	4.51
4.23	Bad	Good	4.38
4.91	Unreadable	Readable	5.23
4.71	Uninformative	Informative	4.70
4.67	Messy	Neat	5.06
4.84	Irresponsible	Responsible	4.82
4.73	Disorganized	Organized	4.89
4.48	Inaccurate	Accurate	4.67
4.24	Unimportant	Important	4.51
3.65	Stale	Fresh	4.12
4.18	Passive	Active	3.87
4.02	Timid	Bold	4.12
4.28	Unpleasant	Pleasant	4.82



Key

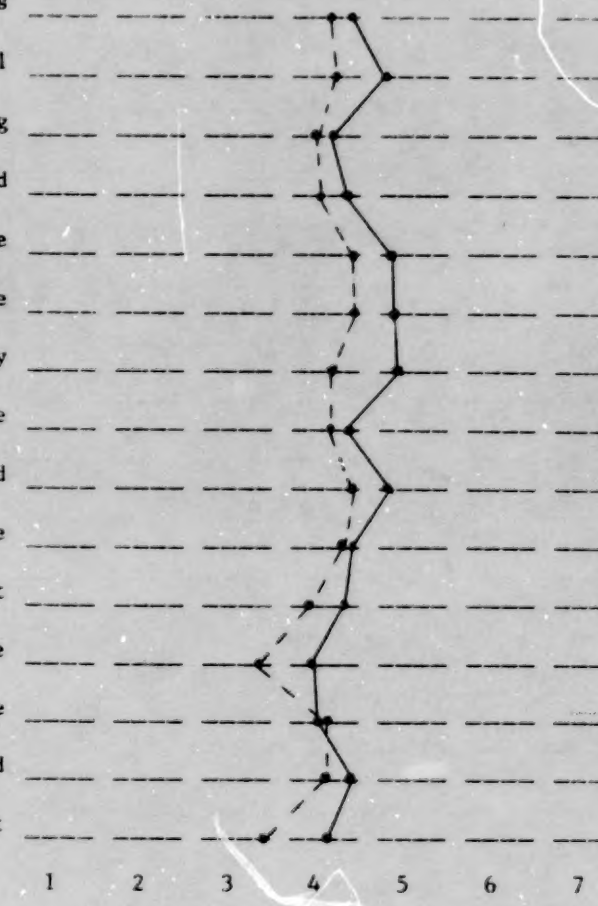
Citizen Journal _ _ _ _ _ _

Dispatch _____

Appendix G

Name of city: St. Louis

Post Dis.			Globe Dem.
4.52	Worthless	Valuable	4.89
4.68	Unprofessional	Professional	5.14
4.37	Boring	Interesting	4.63
4.42	Bad	Good	4.82
4.89	Unreadable	Readable	5.23
4.91	Uninformative	Informative	5.25
4.69	Messy	Neat	5.29
4.64	Irresponsible	Responsible	4.82
4.91	Disorganized	Organized	5.17
4.75	Inaccurate	Accurate	4.87
4.28	Unimportant	Important	4.78
3.92	Stale	Fresh	4.31
4.55	Passive	Active	4.43
4.55	Timid	Bold	4.88
3.90	Unpleasant	Pleasant	4.38



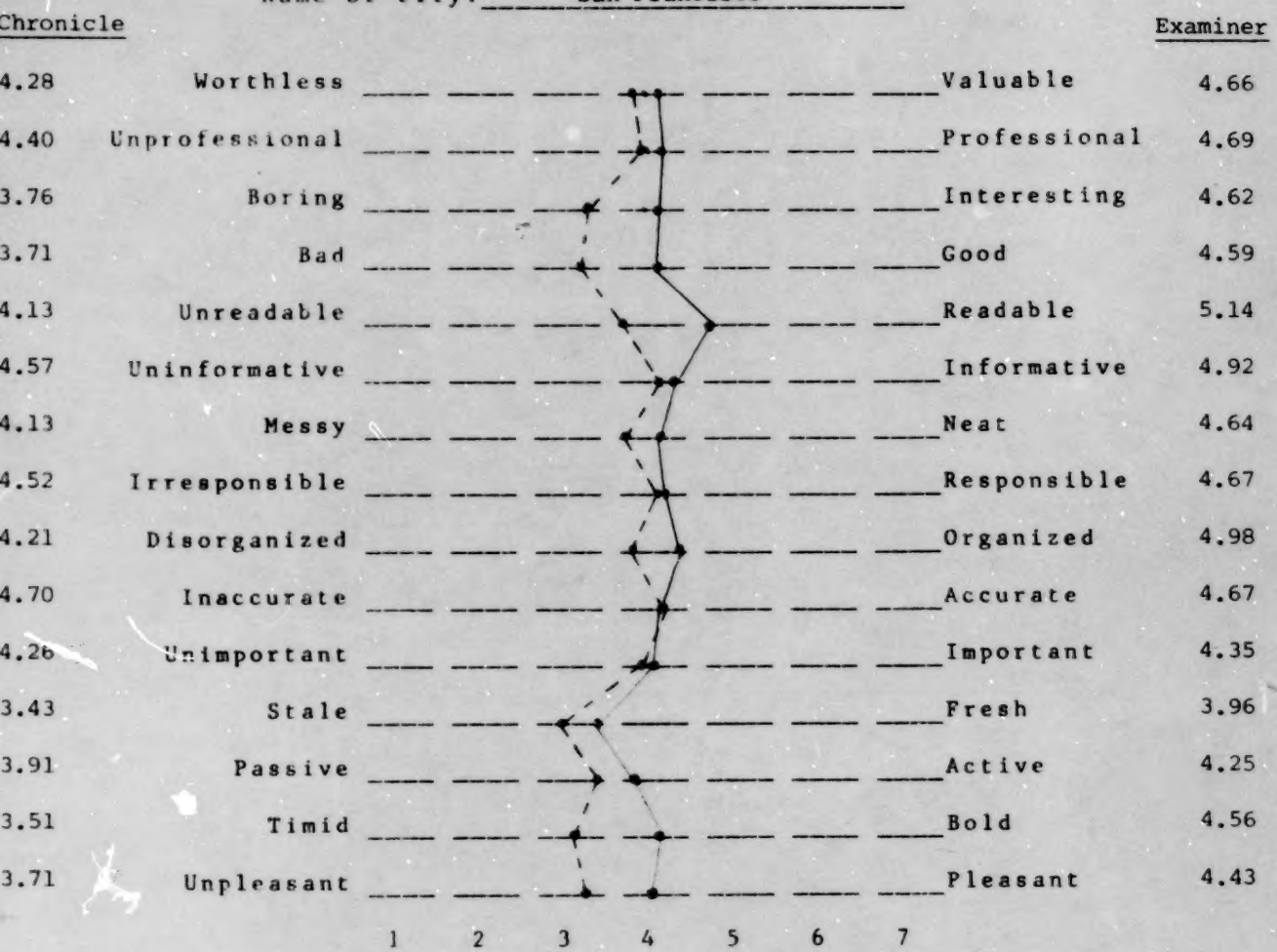
Key

Post Dispatch - - - - - -

Globe Democrat ——————

Appendix H

Name of city: San Francisco


Chronicle
Examiner
4.28 Worthless ____ ____ ____ ____ ____ ____ ____ Valuable 4.66
4.40 Unprofessional ____ ____ ____ ____ ____ ____ ____ Professional 4.69
3.76 Boring ____ ____ ____ ____ ____ ____ ____ Interesting 4.62
3.71 Bad ____ ____ ____ ____ ____ ____ ____ Good 4.59
4.13 Unreadable ____ ____ ____ ____ ____ ____ ____ Readable 5.14
4.57 Uninformative ____ ____ ____ ____ ____ ____ ____ Informative 4.92
4.13 Messy ____ ____ ____ ____ ____ ____ ____ Neat 4.64
4.52 Irresponsible ____ ____ ____ ____ ____ ____ ____ Responsible 4.67
4.21 Disorganized ____ ____ ____ ____ ____ ____ ____ Organized 4.98
4.70 Inaccurate ____ ____ ____ ____ ____ ____ ____ Accurate 4.67
4.26 Unimportant ____ ____ ____ ____ ____ ____ ____ Important 4.35
3.43 Stale ____ ____ ____ ____ ____ ____ ____ Fresh 3.96
3.91 Passive ____ ____ ____ ____ ____ ____ ____ Active 4.25
3.51 Timid ____ ____ ____ ____ ____ ____ ____ Bold 4.56
3.71 Unpleasant ____ ____ ____ ____ ____ ____ ____ Pleasant 4.43
1 2 3 4 5 6 7

Key

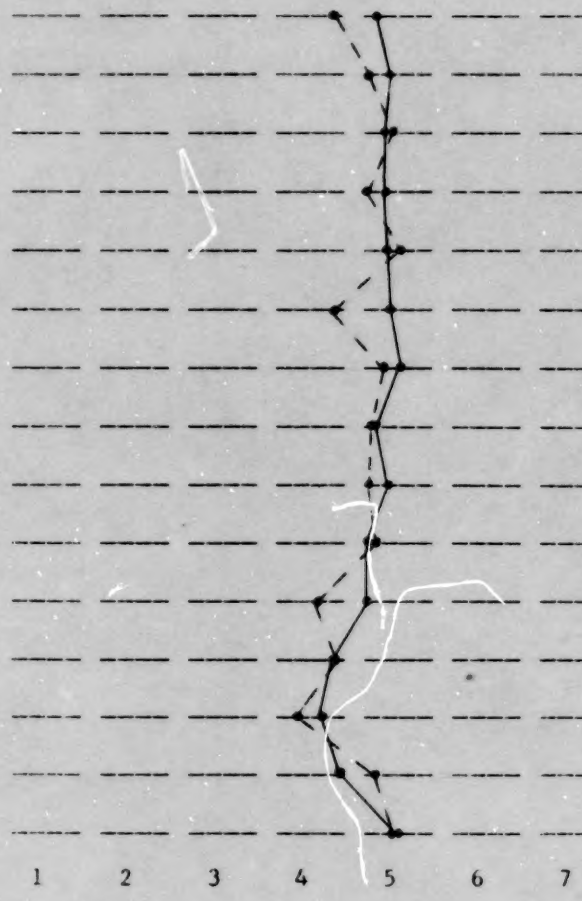
Chronicle - - - - - -

Examiner _____

Appendix I

Name of city: Detroit

Free Press			News
4.89	Worthless	Valuable	5.24
5.04	Unprofessional	Professional	5.42
5.47	Boring	Interesting	5.33
5.03	Bad	Good	5.35
5.51	Unreadable	Readable	5.36
4.93	Uninformative	Informative	5.42
5.29	Messy	Neat	5.53
5.09	Irresponsible	Responsible	5.17
5.06	Disorganized	Organized	5.33
5.11	Inaccurate	Accurate	5.02
4.69	Unimportant	Important	5.08
4.87	Stale	Fresh	4.84
4.30	Passive	Active	4.61
5.20	Timid	Bold	4.96
5.43	Unpleasant	Pleasant	5.48



Key

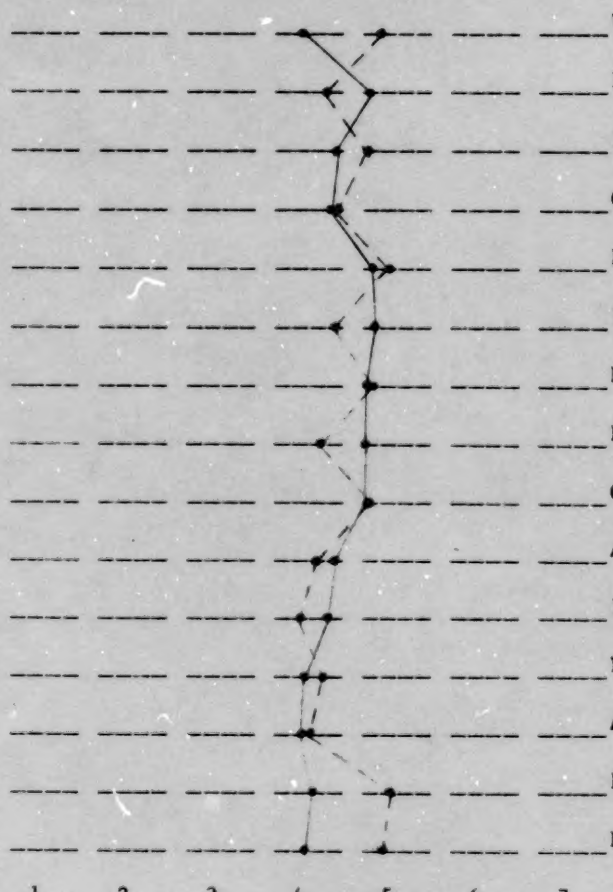
Free Press - - - - - -

News ——————

Appendix J

Name of city: Houston

Post			Chronicle
5.26	Worthless	Valuable	4.47
4.74	Unprofessional	Professional	5.09
5.04	Boring	Interesting	4.91
4.93	Bad	Good	4.91
5.42	Unreadable	Readable	5.18
4.94	Uninformative	Informative	5.20
5.19	Messy	Neat	5.12
4.82	Irresponsible	Responsible	5.03
5.14	Disorganized	Organized	5.11
4.69	Inaccurate	Accurate	4.93
4.33	Unimportant	Important	4.77
4.74	Stale	Fresh	4.46
4.54	Passive	Active	4.42
5.48	Timid	Bold	4.53
5.26	Unpleasant	Pleasant	4.47



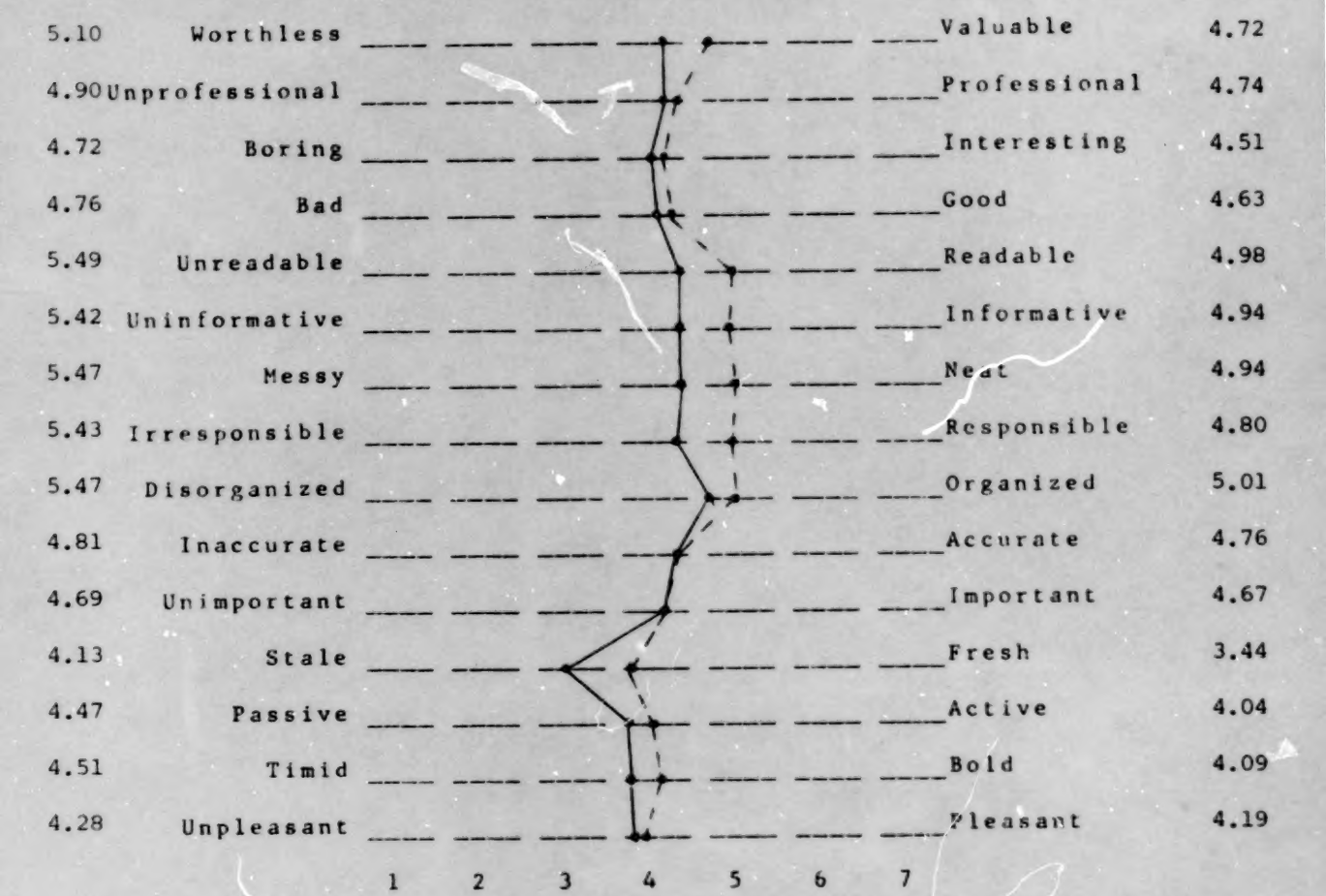
Key

Post - - - - - -

Chronicle _____

Appendix K

Name of city: Pittsburgh


Press
Post G.
5.10 Worthless ____ Valuable 4.72
4.90 Unprofessional ____ Professional 4.74
4.72 Boring ____ Interesting 4.51
4.76 Bad ____ Good 4.63
5.49 Unreadable ____ Readable 4.98
5.42 Uninformative ____ Informative 4.94
5.47 Messy ____ Neat 4.94
5.43 Irresponsible ____ Responsible 4.80
5.47 Disorganized ____ Organized 5.01
4.81 Inaccurate ____ Accurate 4.76
4.69 Unimportant ____ Important 4.67
4.13 Stale ____ Fresh 3.44
4.47 Passive ____ Active 4.04
4.51 Timid ____ Bold 4.09
4.28 Unpleasant ____ Pleasant 4.19
1 2 3 4 5 6 7

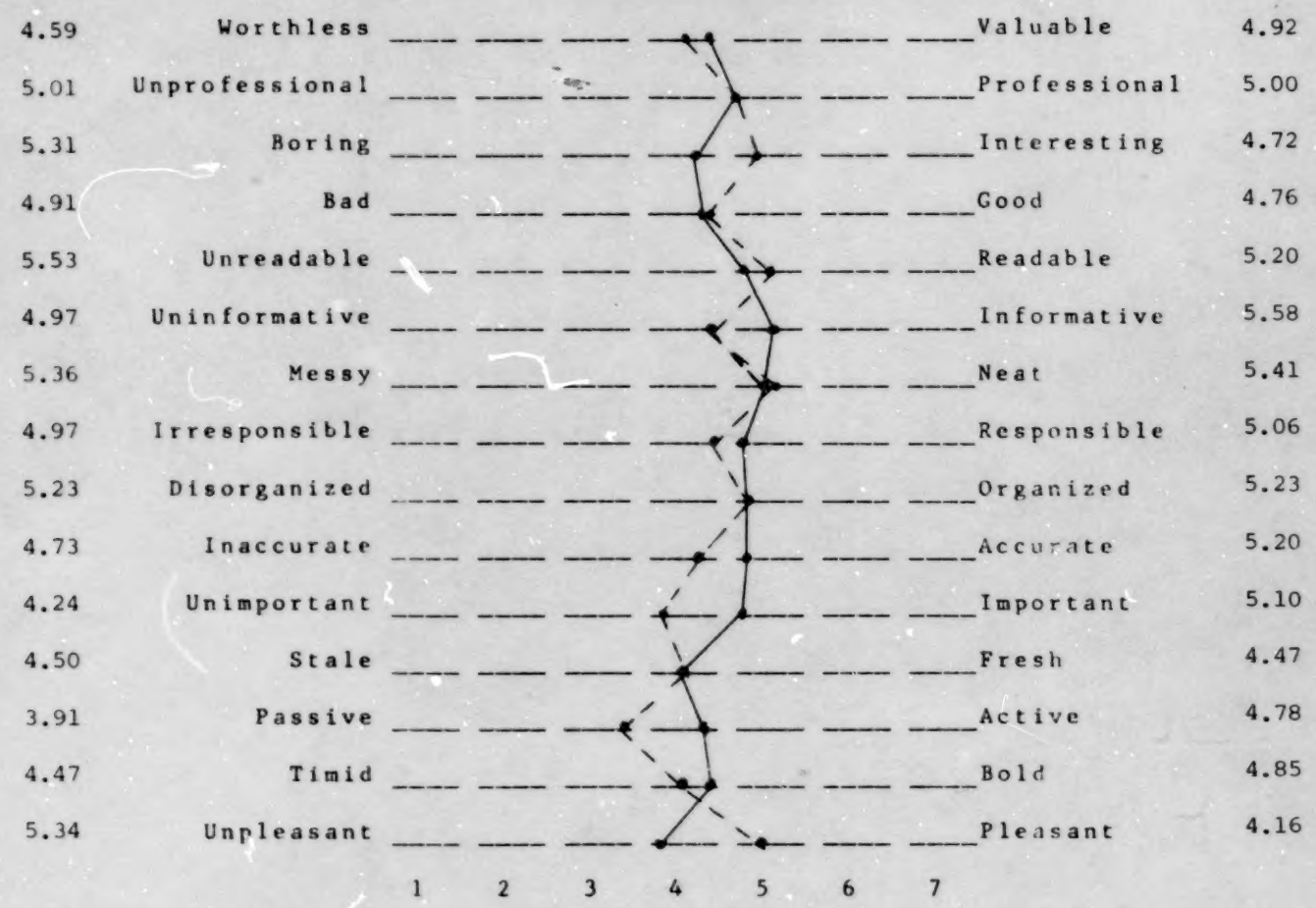
Key

Press - - - - - -

Post-Gazette ——————

Appendix L

Name of city: Cincinnati


Post
Enq.
4.59 Worthless ____ ____ ____ ____ ____ ____ ____ Valuable 4.92
5.01 Unprofessional ____ ____ ____ ____ ____ ____ ____ Professional 5.00
5.31 Boring ____ ____ ____ ____ ____ ____ ____ Interesting 4.72
4.91 Bad ____ ____ ____ ____ ____ ____ ____ Good 4.76
5.53 Unreadable ____ ____ ____ ____ ____ ____ ____ Readable 5.20
4.97 Uninformative ____ ____ ____ ____ ____ ____ ____ Informative 5.58
5.36 Messy ____ ____ ____ ____ ____ ____ ____ Neat 5.41
4.97 Irresponsible ____ ____ ____ ____ ____ ____ ____ Responsible 5.06
5.23 Disorganized ____ ____ ____ ____ ____ ____ ____ Organized 5.23
4.73 Inaccurate ____ ____ ____ ____ ____ ____ ____ Accurate 5.20
4.24 Unimportant ____ ____ ____ ____ ____ ____ ____ Important 5.10
4.50 Stale ____ ____ ____ ____ ____ ____ ____ Fresh 4.47
3.91 Passive ____ ____ ____ ____ ____ ____ ____ Active 4.78
4.47 Timid ____ ____ ____ ____ ____ ____ ____ Bold 4.85
5.34 Unpleasant ____ ____ ____ ____ ____ ____ ____ Pleasant 4.16
1 2 3 4 5 6 7

Key

Post - - - - - -

Enquirer _____